

IMC EUROPEAN AWARDS: 2019 FINALISTS

| Country | Agency Name | Campaign | Client | Category |
|----------------|-------------------------------|---|------------------------|---|
| Austria | AFT Plus Promotion Sales Gmbh | The Marathon Bunny | DURACELL | Experiential Engagement and Events |
| | IDEAL Live Marketing GmbH | Intersport Wandertage | Intersport Austria | Integrated Communication |
| | AFT Plus Promotion Sales GmbH | The Marathon Bunny | DURACELL | Small budget campaign |
| CZECH REPUBLIC | McCann Prague | Burger that won the lipstick market | L'Oréal Czech Republic | Digital Communications (excl. Social Media) |
| | Geometry Prague, s.r.o. | Neurodigital | Neurodigital | Innovative Idea |
| | Momentum Czech Republic | 50 fulfilled wishes with Kinder | Ferrero Česká s.r.o | Integrated Communication |
| | Leemon Concept, s. r. o. | Two Beers, one city | Brewery Morava | Integrated Communication |
| | Media Age | Brno, co není | Statutární město Brno | Integrated Communication |
| | Momentum Czech Republic | We don't play games with you | Bohemia Energy | Integrated Communication |
| | Leemon Concept, s. r. o. | Two beers, one city | Brewery Morava | Product Launch/Relaunch/Trial campaigns |
| | Momentum Czech Republic | Cool summer with Raffaello pralines | Ferrero Česká s.r.o. | Product Launch/Relaunch/Trial campaigns |
| | Geometry Prague, s.r.o. | MAP YOUR RUN | Adidas | Sponsorship |
| | McCann Prague | Winter Olympics | Coca-Cola | Sponsorship |
| | Momentum Czech Republic | Our wines will turn a meal into a feast | Winery Fund | Brand Building (Outbound marketing) |
| | Momentum Czech Republic | We don't play games with you | Bohemia Energy | Brand Building (Outbound marketing) |
| | Geometry Prague, s.r.o. | TOUCHING MASTERPIECES | Neurodigital | Cause, Charity/Non-profit Marketing or Social |
| | Momentum Czech Republic | Our wines will turn a meal into a feast | Winery Fund | Shopper marketing |
| | Geometry Prague, s.r.o. | MAP YOUR RUN | Adidas | Small Budget Campaign |

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| | Garp Integrated | St. Wenceslaus | The Czech Union of Breweries and Malthouses | Social media and influencer programs |
| | McCann Prague | Winter Olympics | Coca-Cola | Social media and influencer programs |
| Ireland | Guns or Knives | Samsung Studio9 | Samsung Ireland | Digital Communications (excl. Social Media) |
| | Guns or Knives | Samsung HOME | Samsung Ireland | Digital Communications (excl. Social Media) |
| | Guns or Knives | Jazz Cab | Mytaxi | Experiential Engagement and Events |
| | Honey+Buzz | 53 Degrees North Adventure Festival | 53 Degrees North | Experiential Engagement and Events |
| | Verve The Live Agency | Coca-Cola Christmas | Coca-Cola | Experiential Engagement and Events |
| | Guns or Knives | Samsung Studio9 | Samsung Ireland | Experiential Engagement and Events |
| | Guns or Knives | Samsung HOME | Samsung Ireland | Experiential Engagement and Events |
| | Verve the Live Agency | One Way or Another | Coca-Cola | Experiential Engagement and Events |
| | Honey+Buzz | 53 Degrees North Adventure Festiva | 53 Degrees North | Innovative Idea |
| | Guns or Knives | Samsung Studio9 | Samsung Ireland | Innovative Idea |
| | Guns or Knives | Samsung HOME | Samsung Ireland | Innovative Idea |
| | Guns or Knives | Jazz Cab | MyTaxi | Innovative Idea |
| | Verve the Live Agency | One Way or Another | Coca-Cola | Innovative Idea |
| | Guns or Knives | Samsung Studio9 | Samsung Ireland | Integrated Communication |
| | Verve the Live Agency | One Way or Another | Coca-Cola | Integrated Communication |
| | Guns or Knives | Samsung Studio9 | Samsung Ireland | Product Launch/Relaunch/Trial campaigns |
| | Guns or Knives | Samsung HOME | Samsung Ireland | Product Launch/Relaunch/Trial campaigns |
| Guns or Knives | Jazz Cab | Mytaxi | Sponsorship | |

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| | Verve the Live Agency | Rockshore Trade Launch | Diageo | B2B marketing |
| | Guns or Knives | Jazz Cab | Mytaxi | Brand Building (Outbound marketing) |
| | BBDO Dublin | Rockshore Giphy | Diageo | Small budget campaign |
| | Titan Experience | Fyffes Fit Squad | Fyffes Ireland | Small budget campaign |
| | BBDO Dublin | Rockshore Giphy | Diageo | Social media and influencer programs |
| ITALY | TLC Italia Srl | liveFAST | Fastweb | Loyalty Marketing Campaigns |
| | True Company | Recharge your day | Almond Board of California | Brand Building (Outbound marketing) |
| | True Company | Neoborocillina Gola Junior | Alfasigma | Brand Building (Outbound marketing) |
| | Black & White Comunicazione | Capitan Acciaio | Consorzio Ricrea Acciaio | Cause, Charity/Non-profit Marketing or Social |
| SPAIN | 360 ° Marketing y Comunicación | Cosas de Mar | Bodegas Barbadillo | Innovative Idea |
| | 360 ° Marketing y Comunicacion | Cosas de Mar | Bodegas Barbadillo | Integrated Communication |
| | 360 ° Marketing y Comunicacion | Cosas de Mar | Bodegas Barbadillo | Branded Content |
| UNITED KINGDOM | Brand Culture | The Grinch & Pertemps Network Group Recruitment | Universal Pictures & Pertemps Network Group | Innovative Idea |
| | Send Me a Sample | Send Me a Coke | Coca-Cola | Innovative Idea |
| | ZEAL Creative | Take the Mayhem out of Mealtimes | Dr. Oetker | Integrated Communication |
| | Brand Culture | The Grinch & Pertemps Network Group Recruitment | Universal Pictures & Pertemps Network Group | Integrated Communication |
| | ZEAL Creative | Kellogg's X Love Island | Kellogg's | Product Launch/Relaunch/Trial campaign |
| | ZEAL Creative | Pringles Prize With Every Can | Pringles | Product Launch/Relaunch/Trial campaign |
| | Brand Culture | The Grinch & Pertemps Network Group Recruitment | Universal Pictures & Pertemps Network Group | Sponsorship |
| | ZEAL Creative | A Quality Street Christmas | Nestlé | Brand Building (Outbound |

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| | | | | marketing) |
| | Brand Culture | For Movie Moments That Last & Last | Energizer Holdings | Shopper Marketing |
| | ZEAL Creative | Refresh your Ramadan | AG Barr | Shopper Marketing |
| | ZEAL Creative | A Quality Street Christmas | Nestlé | Shopper Marketing |
| | ZEAL Creative | Kellogg's X Love Island | Kellogg's | Social media and influencer programs |